

# Editors' Association of Canada Membership Survey Highlights, 2012

## Overview

In September 2012, the Member Communication Committee invited all Editors' Association of Canada/Association canadienne des réviseurs (EAC/ACR) members (N=1,474) to participate in an online membership survey of their 2011 employment patterns, volunteer activities and their participation in EAC/ACR activities.

The survey collected the following kinds of information:

- demographic characteristics (p.3)
- editing experience and professional training (p.7)
- employment status, type and location of work (p.10)
- freelance editors' fee structures and rates (p.13)
- EAC membership and satisfaction with the organization (p.15)
- EAC events attended in 2011 (p.22)
- communication vehicles and the email forums ("the lists") (p.24)
- volunteer activities (p.27)

The survey also included two open-ended questions: the types of benefits and services members would like to see and general comments about the organization and the survey. A summary of the main themes that emerged from these questions will be available in the full report.

The survey was open for three weeks and 290 members responded, yielding a response rate of nearly 20%. The survey used the following combination of question formats:

- rating scales
- multiple response items (respondents could select more than one response category)
- open-ended questions

Because the survey included several skip patterns that would allow respondents to bypass questions not relevant to their circumstances, not all participants completed every question. Of the 290 members who responded and completed at least a portion of the survey, 250 completed all of the questions for a completion rate of 86%.

## Some Explanatory Notes about the Numbers

### Why totals sometimes exceed 100%

For **single choice items** where respondents could select only one response from the choices available, the number of responses and respondents are identical and the response percentage will never exceed 100%.

For **multiple response items** where respondents could select more than one response, the number of responses may exceed the number of respondents. In these cases, the percent reported indicates the percentage of individuals who answered the question and selected a particular response category. The total will exceed 100%.

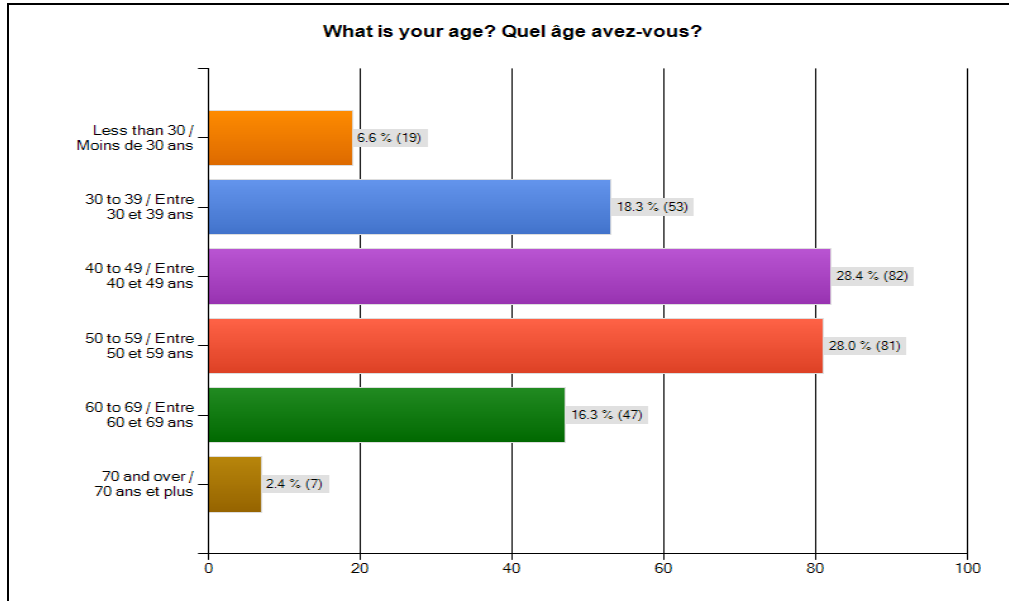
## **Why percentages are rounded in some cases and not others**

The online survey tool used to produce many of the charts in this report automatically displays percentages with one decimal place. To maintain consistency in style, all charts and tables show percentages with one decimal place and all percentages reported in the text are rounded to the nearest whole number.

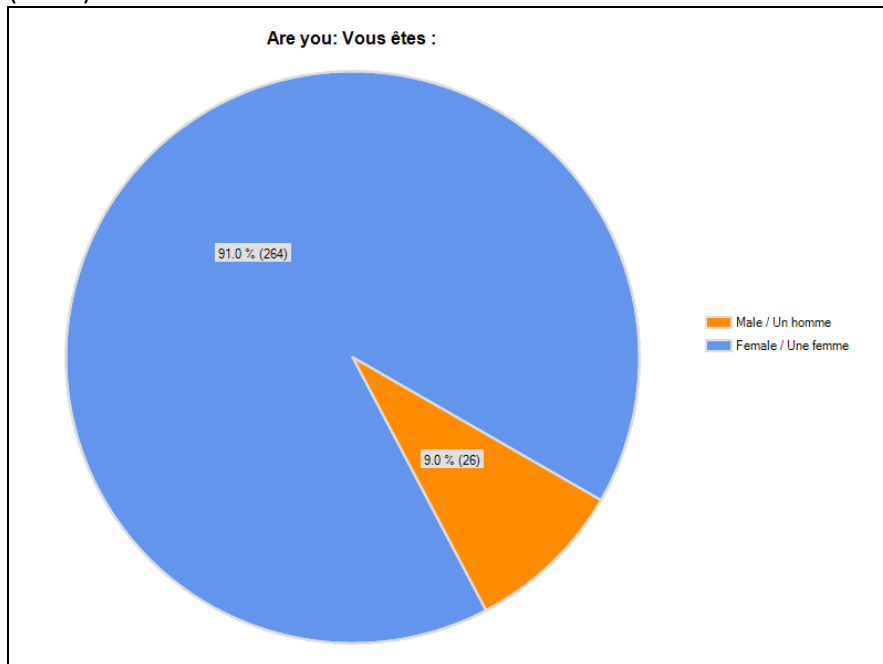
## Demographic Characteristics

Of the 289 respondents who provided information about their age,

- 25% (n=72) were under 40 years of age
- 56% (n=163) were between 40 and 59 years of age
- 19% (n=54) were 60 years of age or older



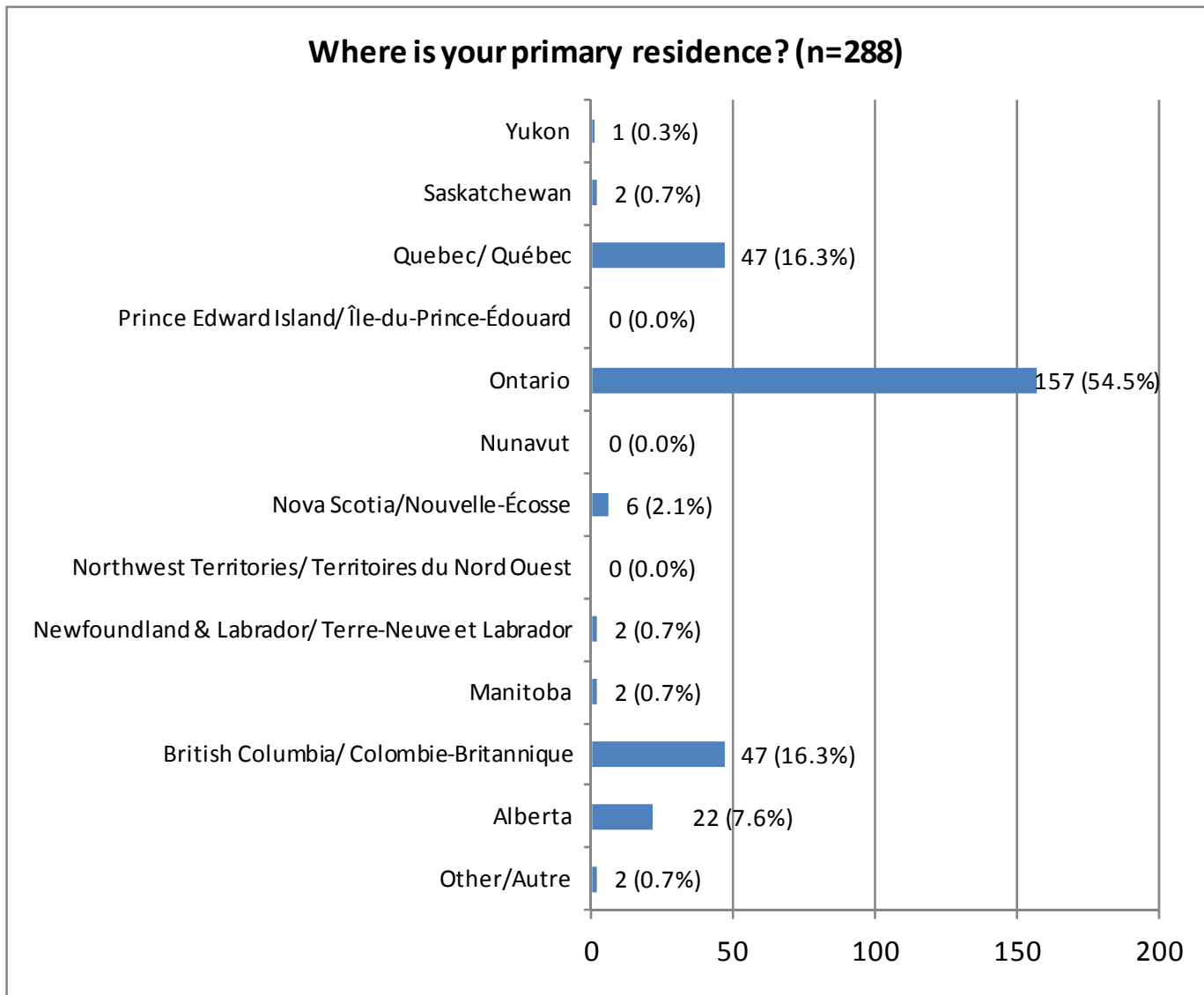
Of the 290 respondents who indicated whether they were female or male, 91% (n=264) were female and 9% (n=26) were male<sup>1</sup>.



<sup>1</sup>According to EAC's executive director, Carolyn L Burke, this is an accurate reflection of the membership demographics.  
Editors' Association of Canada Membership Survey Highlights, 2012

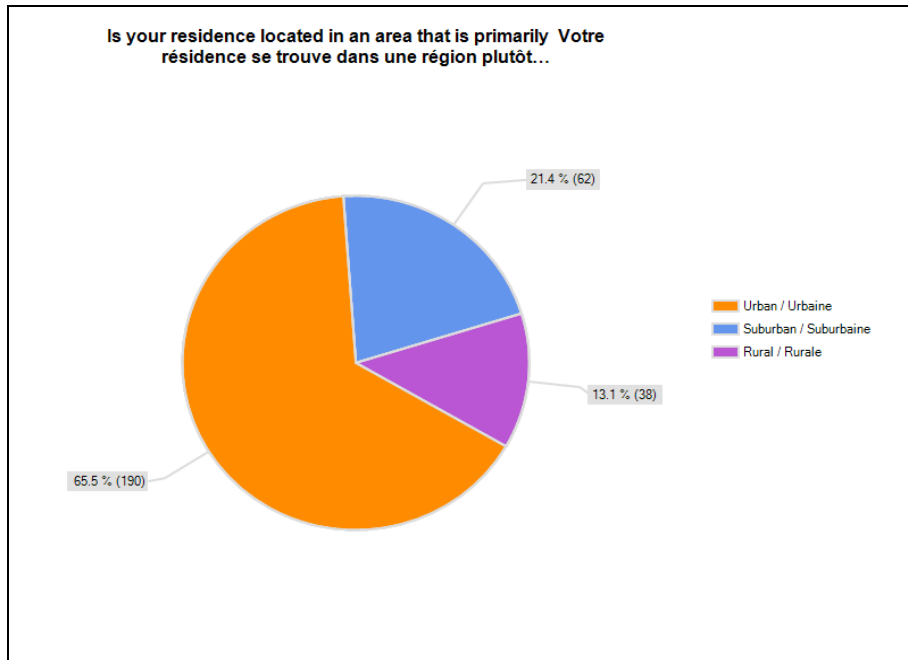
Of the 288 respondents who answered the question “Where is your primary residence?”

- 54% (n=157) live in Ontario
- 17% (n=48) live in British Columbia and Yukon
- 16% (n=47) live in Quebec
- 9% (n=26) live in the prairies (22 in Alberta and two each in Manitoba and Saskatchewan)
- 3% (n=8) live in the Atlantic region (two in Newfoundland and Labrador and six in Nova Scotia)<sup>2</sup>
- 1% (n=2) listed “Other” as their place of residence



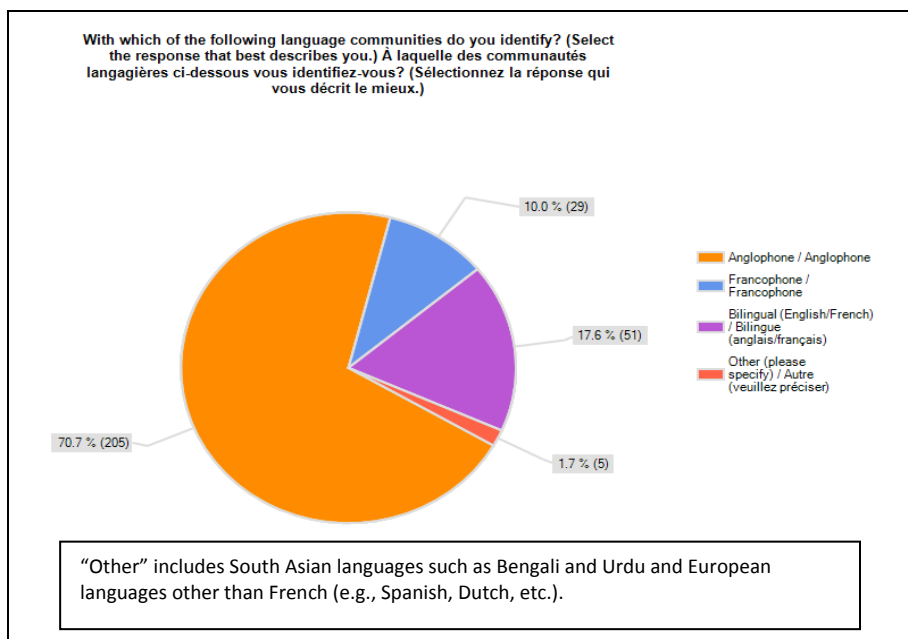
<sup>2</sup> Although nearly half a dozen eagle-eyed editors read through the survey, we still managed to inadvertently omit New Brunswick from the list of response categories. To any members who live in New Brunswick, please accept our humble apologies for our error.

Of the 290 respondents who indicated where their residence is located, 66% (n=190) live in an urban area, 21% (n=62) live in a suburban area and 13% (n=38) live in a rural area.



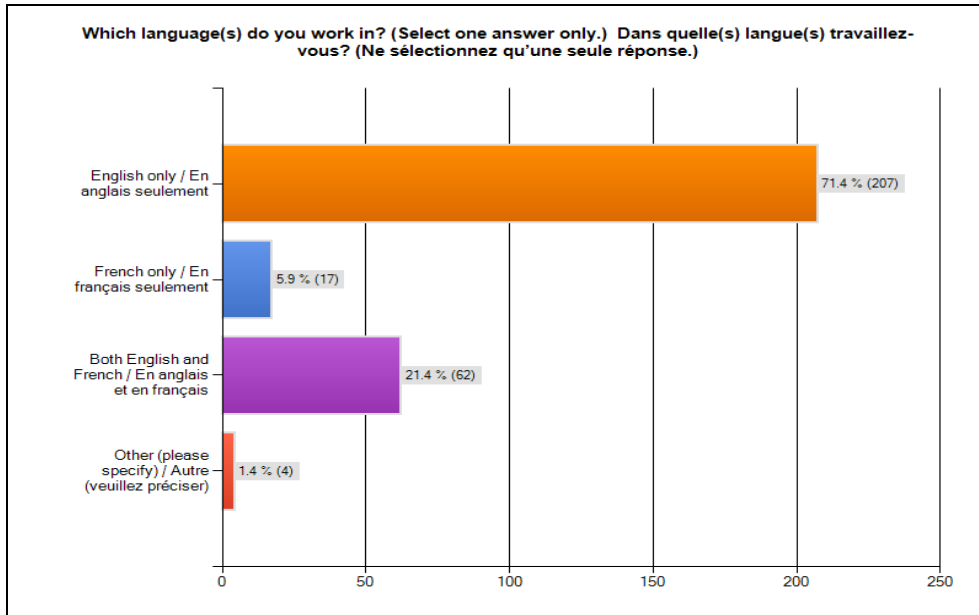
Of the 290 respondents who provided information about the language communities with which they identify,

- 71% (n=205) identified themselves as Anglophones
- 17% (n=51) identified themselves as bilingual (English/French)
- 10% (n=29) identified themselves as Francophones
- 2% (n=5) identified with another language community



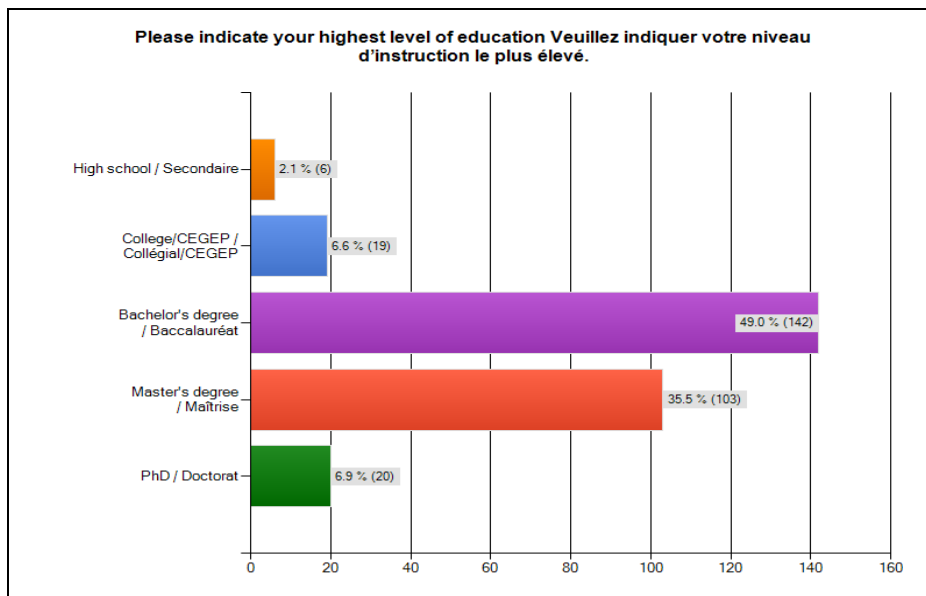
The following responses were provided when survey participants were asked which language(s) (English only, French only, both English and French or other), they work in:

- English only (71%, n=207)
- French only (6%, n=17)
- English and French (21%, n=62)
- another language, usually in addition to English or French (1%, n=4)



Of the 290 respondents who provided information about their highest level of education,

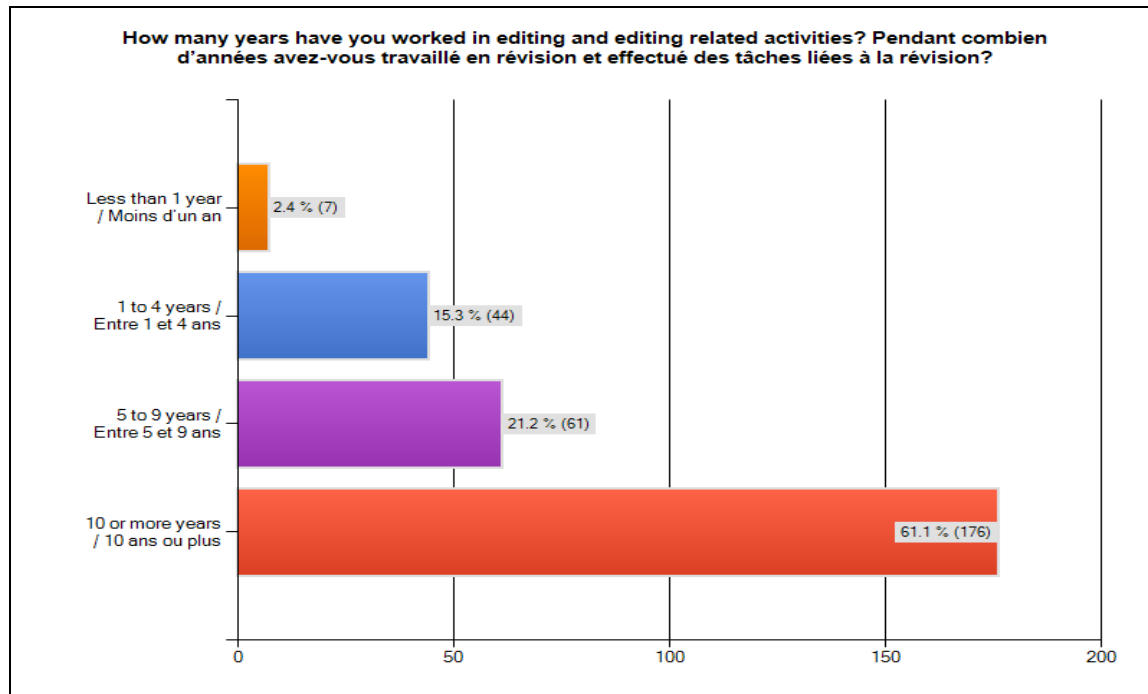
- 9% (n=25) have a high school or college level education
- 49% (n=142) have a bachelor's degree
- 42% (n=123) have a graduate degree (103 master's degrees and 20 PhDs)



## Editing Experience and Professional Training

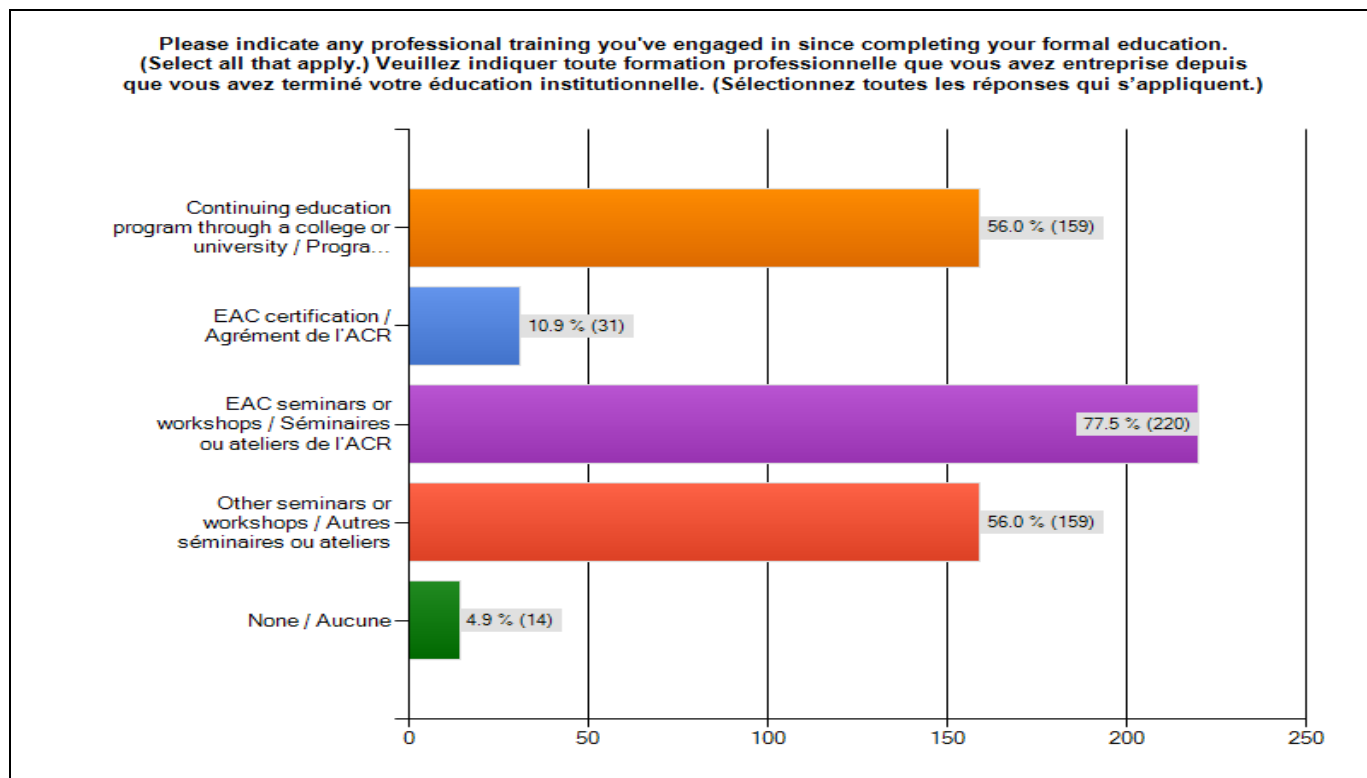
Sixty-one percent (n=176) of the 288 respondents who provided information about years of editing experience reported having 10 or more years of experience. Of the remaining 39% of respondents,

- 21% (n=61) have between five and nine years of experience
- 18% (n=51) have less than five years of experience



Two hundred and eighty-four respondents provided information about professional training they have engaged in since completing their formal education. Respondents were asked to select all response categories (continuing education program through a college or university, EAC certification, EAC seminars or workshops, other seminars or workshops, none) that applied to them.

Of the 284 respondents, 77% (n=220) reported taking EAC seminars or workshops and 11% (n=31) indicated they have taken EAC certification.



The 223 respondents who indicated why they have not taken EAC certification exams selected one or more of the following reasons:

Reason(s) for not taking EAC certification exams	Response count	% of respondents (n=223)
Financial considerations	75	33.6%
Time constraints	98	43.9%
Lack of interest	70	31.4%
Not relevant or needed for type of work	35	15.7%
Not enough editing experience to take test	18	8.1%
Tests are not available in French	23	10.3%
Performance anxiety/lack of confidence	9	4.0%
Other	14	6.3%
<b>Total responses:</b>	<b>342</b>	



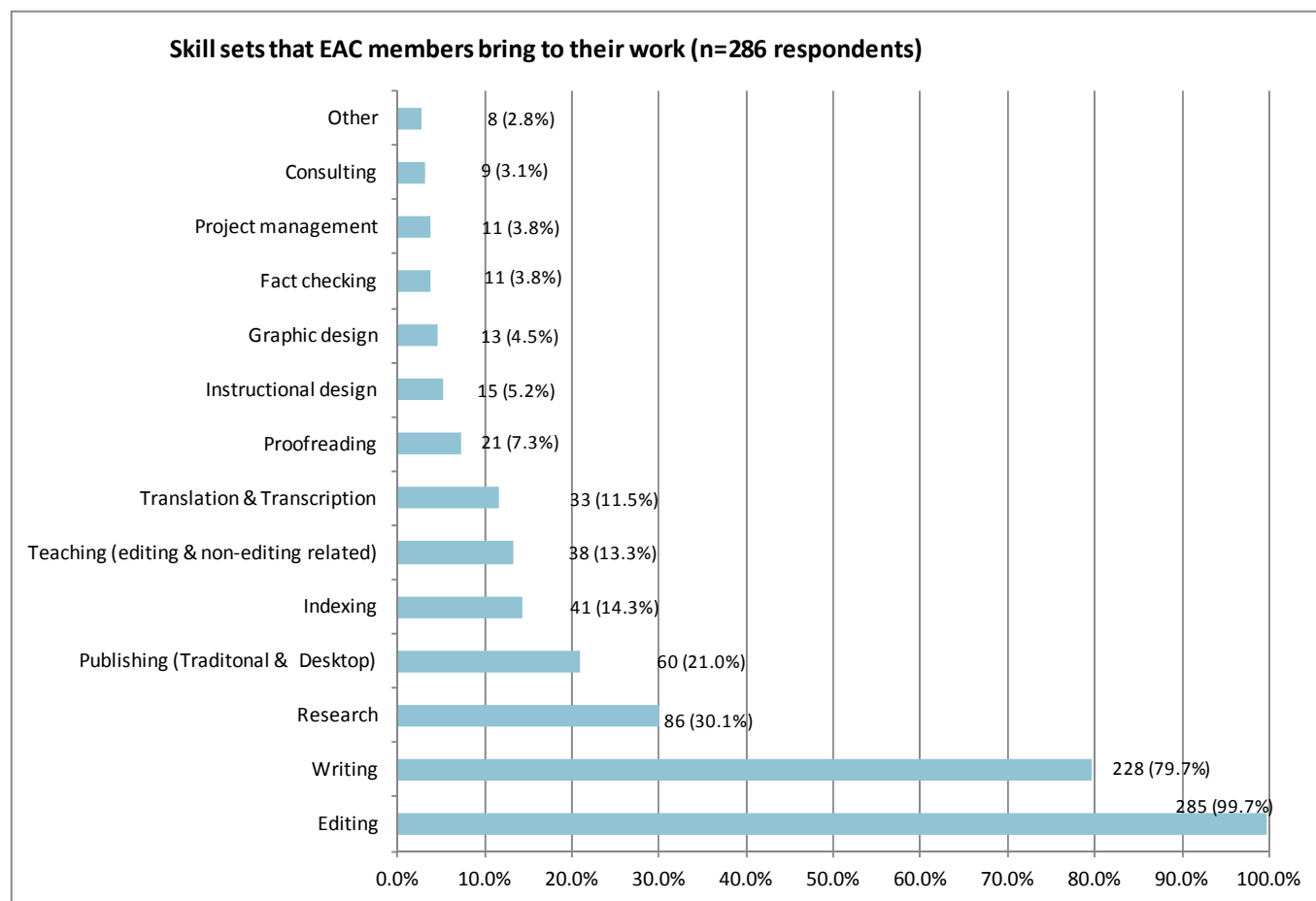
EAC members bring an expansive array of skills to their work. Among the 286 respondents who provided information about this, they most frequently reported using the following skills:

- writing skills (80%, n=228)
- research skills (30%, n=86)
- traditional or desktop publishing skills (21%, n=60)
- indexing skills (14%, n=41)
- teaching skills (13%, n=38)

Respondents also reported using the following skill sets in their work:

- transcription and translation skills (12%, n=33)
- proofreading skills (7%, n=21)
- instructional design skills (5%, n=15)

Other skills that a small percentage of respondents (less than 5% for each skill set) mentioned using in their work included graphic design, fact checking, project management and consulting.

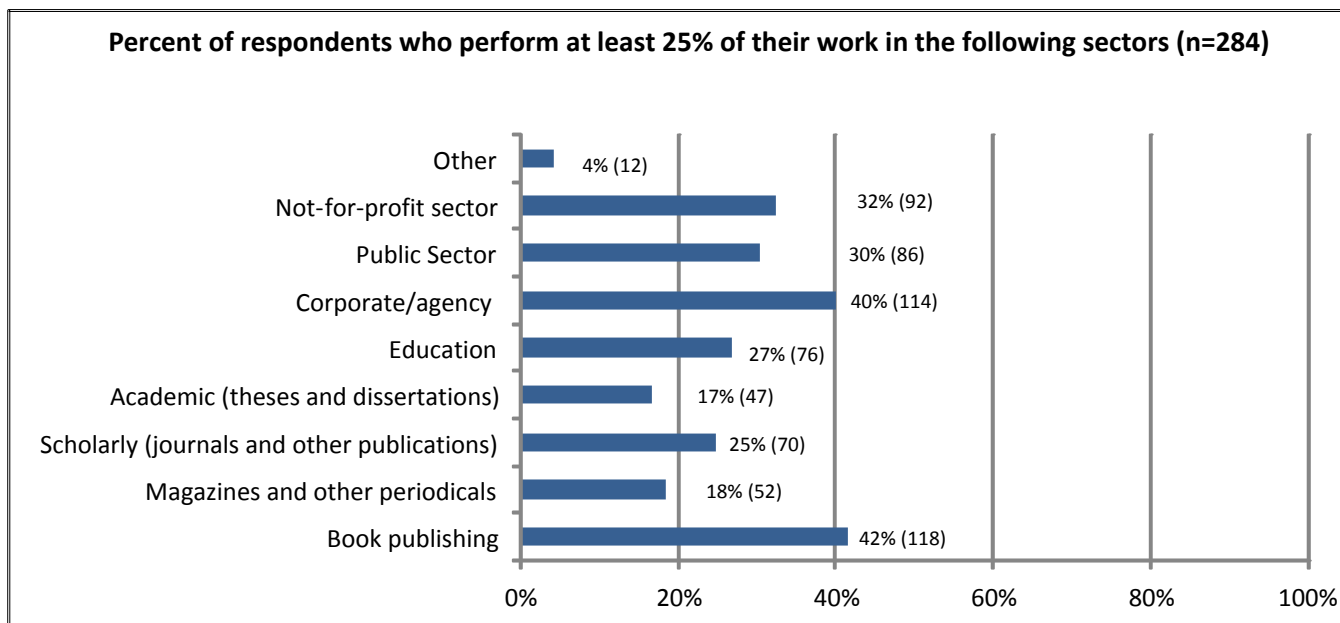


**Note:** This is a multiple response item; therefore, the total exceeds 100%.

## Employment Status, Type and Location of Work

Two hundred and eighty-four respondents indicated which sectors they primarily worked in during 2011 (based on at least 25% of their work). The top five sectors, based on frequency distributions, were:

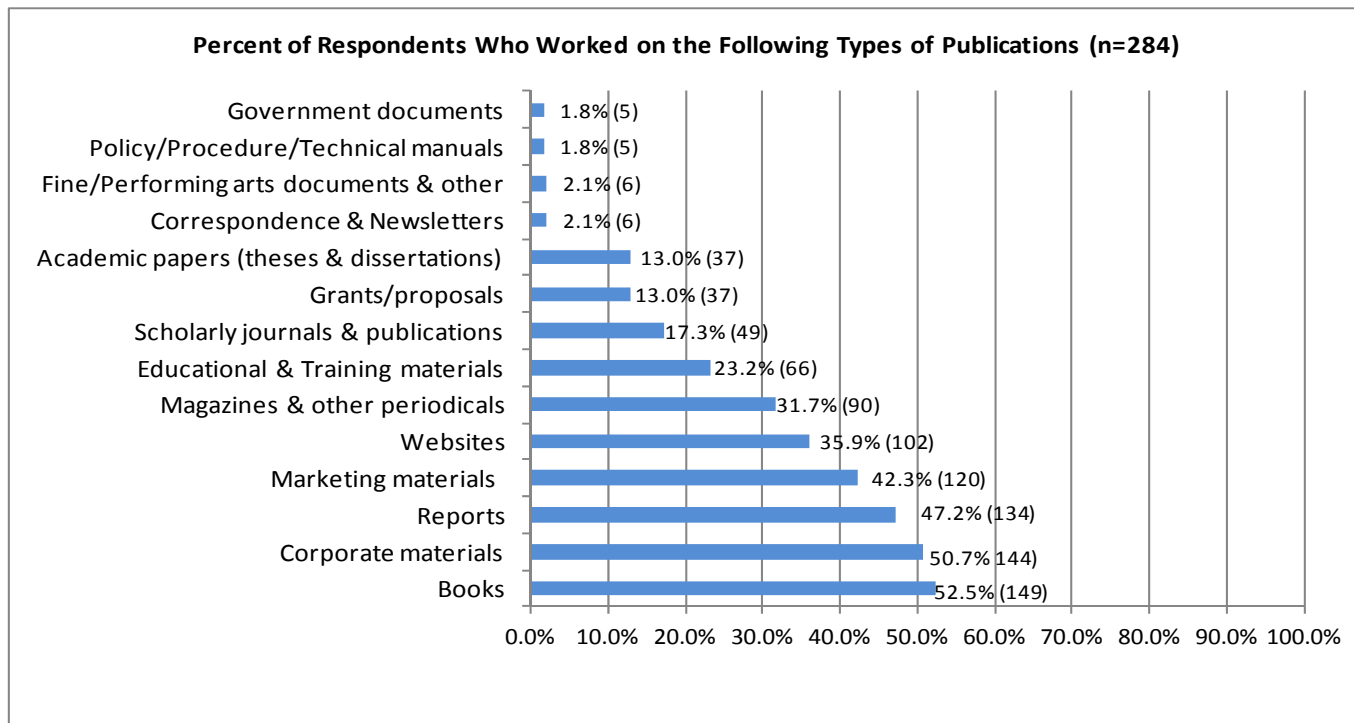
- book publishing (42%, n=118)
- corporate (40%, n=114)
- not-for-profit (32%, n=92)
- public sector (30%, n=86)
- education (27%, n=76)



**Note:** This is a multiple response item; therefore, the total exceeds 100%.

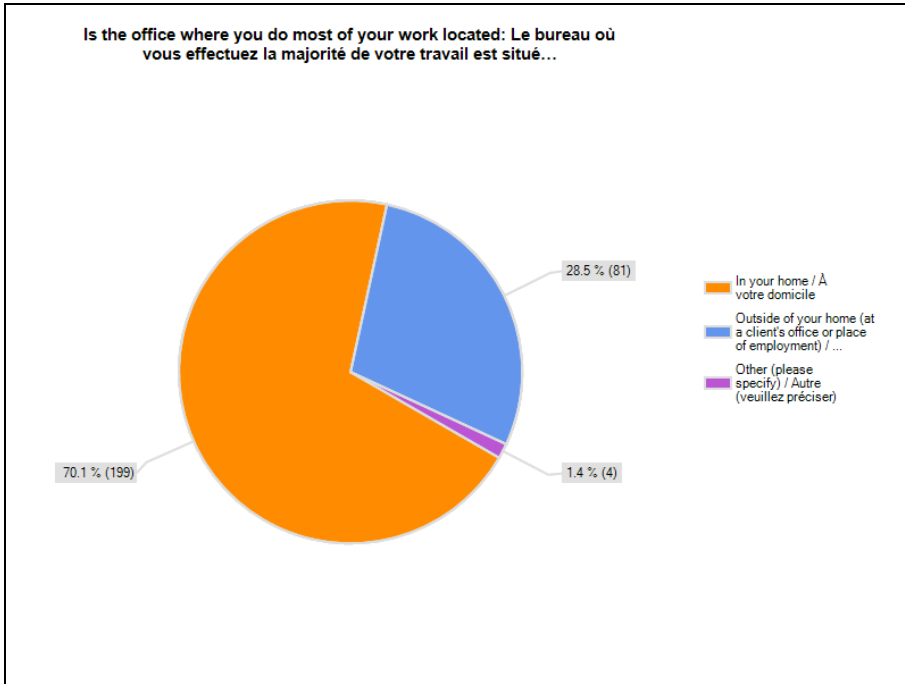
Two hundred and eighty-four respondents provided information about the types of publications they worked on in 2011. Based on frequency distribution, respondents worked on one or more of the following types of publications:

- books (52%, n=149)
- corporate materials (51%, n=144)
- reports (47%, n=134)
- marketing materials (42%, n=120)
- websites (36%, n=102)
- magazines and periodicals (32%, n=90)

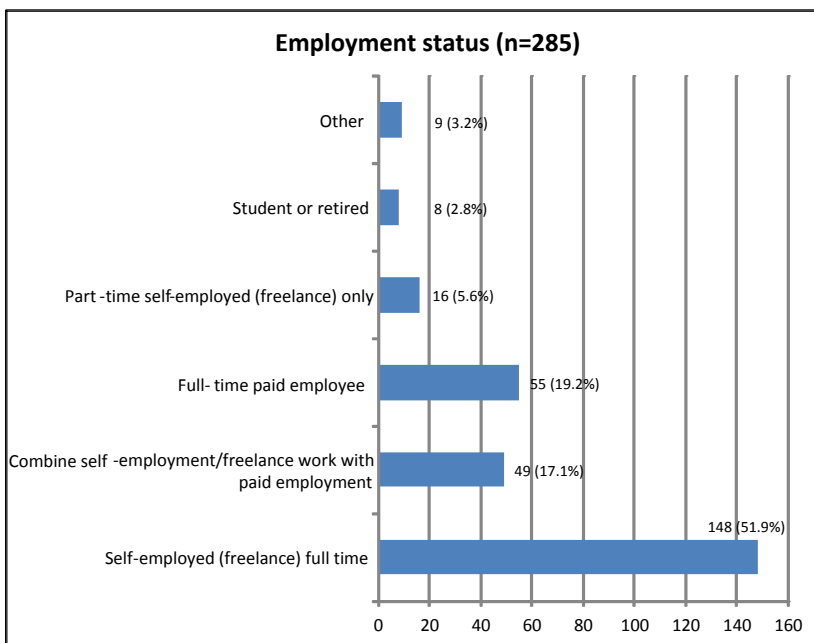


**Note:** This is a multiple response item; therefore, the total exceeds 100%.

Two hundred and eighty-four survey respondents provided information about the location of their office. Seventy percent (n=199) of these respondents reported working from an office in their home and 29% (n=81) indicated that their office is located outside of their homes—either at their clients’ or employers’ business premises. The small percentage of respondents who selected “other” noted that they had offices both at an employer’s location and at home.

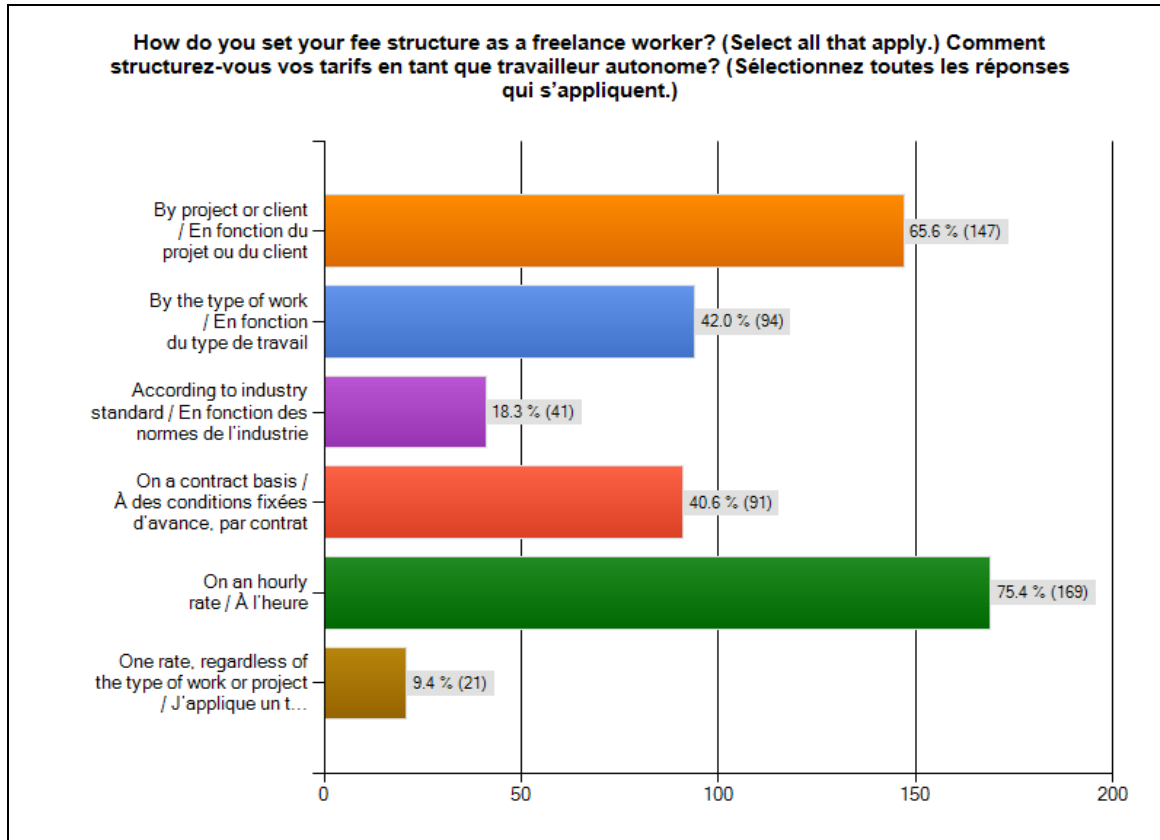


Two hundred and eighty-five respondents provided information about their employment status. Three-quarters of the survey participants who answered this question reported being self-employed on a full- or part-time basis.



## Freelance Work: Clients and Rates

Of the 224 respondents who provided information about their fee structures for freelance work, 75% (n=169) indicated they charge an hourly rate and 9% (n=21) indicated they charge one rate, regardless of the type of work or sector. The total number of responses suggests that self-employed editors often structure their fees in multiple ways, depending on the type of work and the client, as illustrated in the chart below.



**Note:** This is a multiple response item; therefore, the total exceeds 100%.

Two hundred and twenty respondents provided information about their hourly rates for various kinds of work. The numbers and percentages reported below refer to the number of responses for each response category (e.g., proofreading, substantive editing, project management, etc.). Generally, most respondents charged between \$40 and \$59 per hour for most kinds of work. However,

- 33% of respondents (54/164) who do substantive editing charge \$60 or more per hour
- 31% of respondents (29/88) who do developmental editing charge \$60 or more per hour
- 47% of respondents (39/83) who do project management charge \$60 or more per hour

Preliminary cross-tabulations indicate that rates varied both by location and years of experience. Below, the hourly rates are set out for the top five types of work reported. The five types of work were selected based on the number of responses for each category. Since both proofreading and stylistic editing each had 180 responses (n=180), they have both been included. Similarly, both fact checking and project management have been included as each category had 83 responses.

Type of work	Less than \$40/hr	\$40-\$59/hr	\$60-\$79/hr	\$80+/hr
Copy editing (n=181)	28%	<b>49%</b>	15%	9%
Proofreading (n=180)	<b>43%</b>	40%	11%	6%
Stylistic editing (n=180)	23%	<b>51%</b>	15%	11%
Substantive editing (n=164)	19%	<b>48%</b>	21%	12%
Developmental editing (n=88)	19%	<b>50%</b>	18%	13%
Fact checking (n=83)	36%	<b>45%</b>	10%	10%
Project management (n=83)	13%	<b>40%</b>	22%	25%

**Note:** The bold print represents the highest percentage of editors who charge an hourly rate within the specified range for each type of work.

Two hundred and ten respondents provided information about their hourly rates by sector. The numbers and percentages reported below refer to the number of responses per sector (e.g., corporate, public, etc.). Generally, most respondents charged between \$40 and \$59 per hour across sectors. However,

- 44% of respondents (49/111) who work with not-for-profit clients charge less than \$40 per hour
- 46% of respondents (46/101) who work with public sector clients charge \$60 or more per hour
- 42% of respondents (49/116) who work with corporate sector clients charge \$60 or more per hour

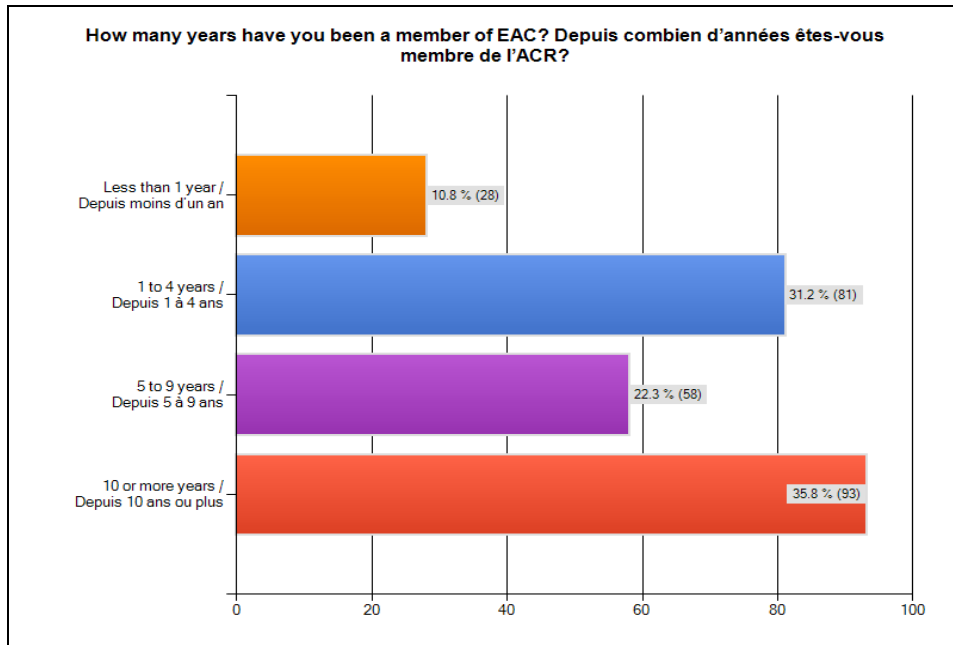
Below, the hourly rates are set out for the top five sectors. These were selected based on the total number of responses per sector.

Sector	Less than \$40/hr	\$40-\$59/hr	\$60-\$79/hr	\$80+/hr
Book publishing (n=126)	40%	<b>51%</b>	8%	9%
Corporate sector (n=116)	17%	<b>41%</b>	23%	19%
Scholarly publications (n=113)	35%	<b>48%</b>	12%	5%
Not-for-profit sector (n=111)	<b>44%</b>	38%	12%	6%
Public sector (n=101)	22%	<b>33%</b>	26%	19%

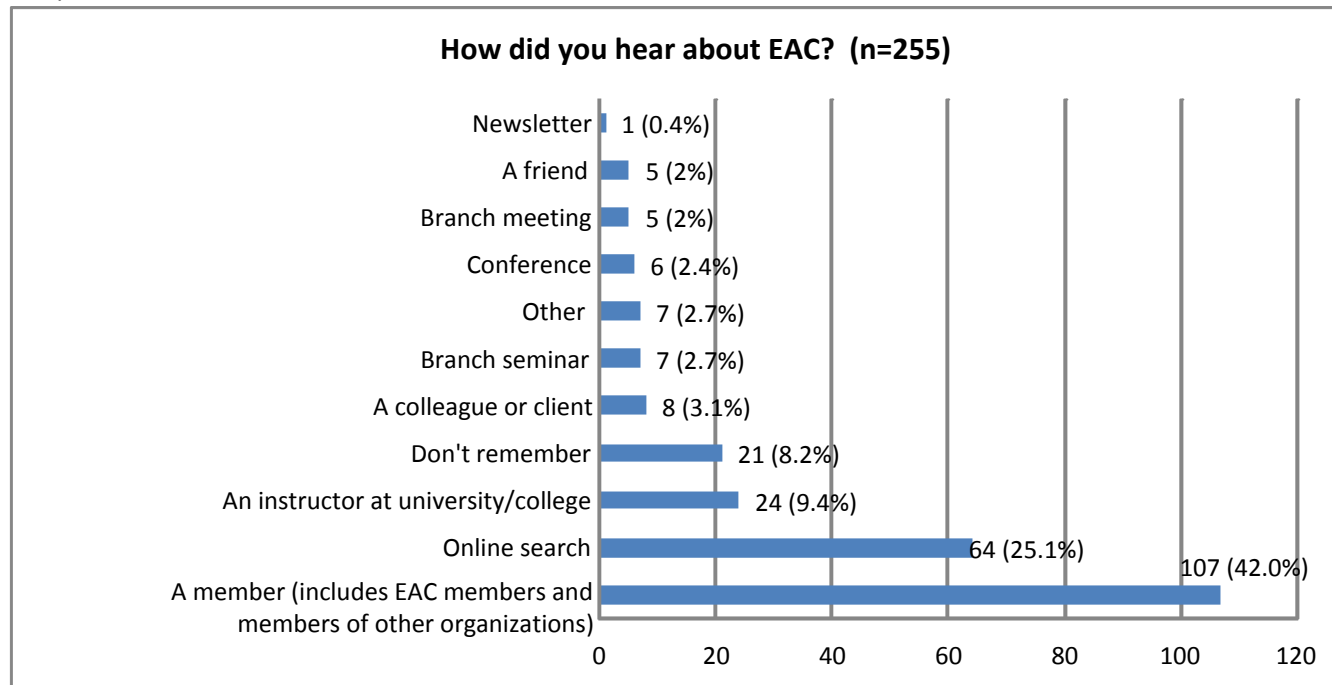
**Note:** The bold print represents the highest percentage of editors who charge an hourly rate within the specified range for each sector.

## EAC Membership

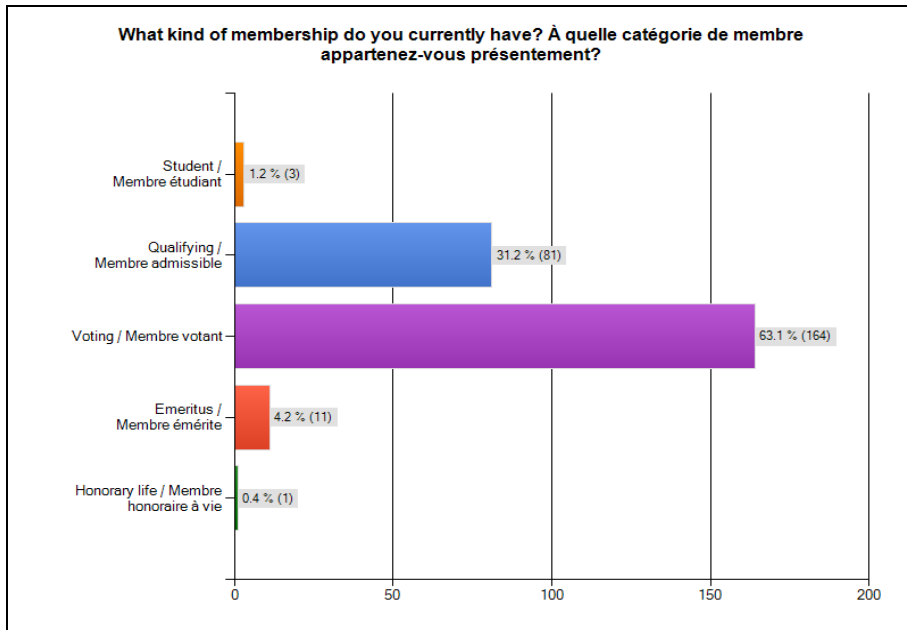
Of the 260 respondents who provided information about the length of time they have been EAC members, 42% (n=109) have been members for less than five years and 36% (n=93) have been members for 10 or more years.



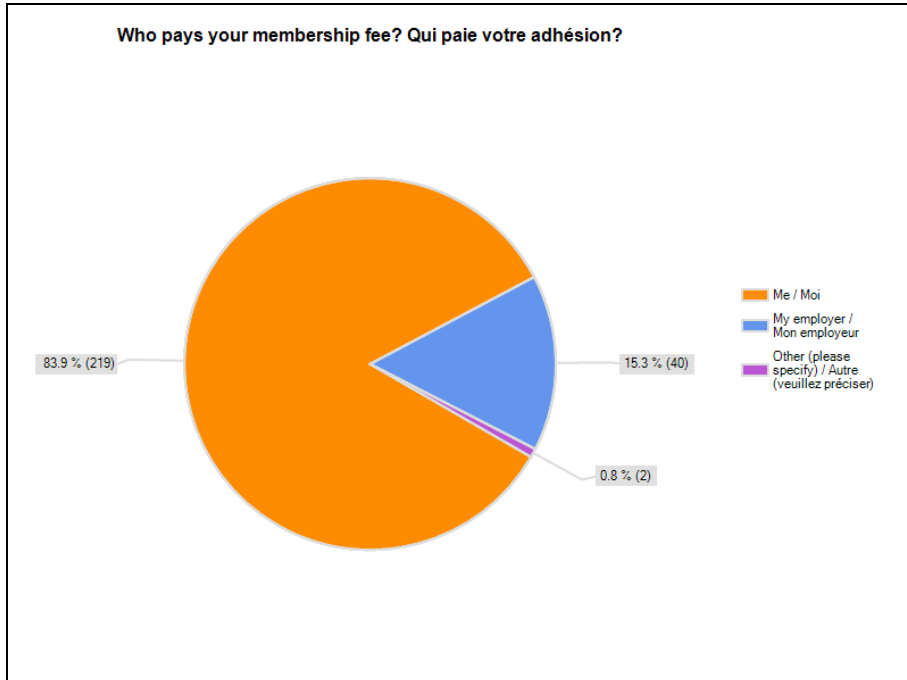
When asked how they first heard about EAC, 255 respondents supplied answers ranging from learning about the organization from a member (42%, n=107) to reading about it in a newsletter from another organization (0.4%, n=1).



Two hundred and sixty respondents provided information about the type of membership they hold. Nearly one-third (31%, n=81) have a qualifying membership and just under two-thirds (63%, n=164) are voting members.

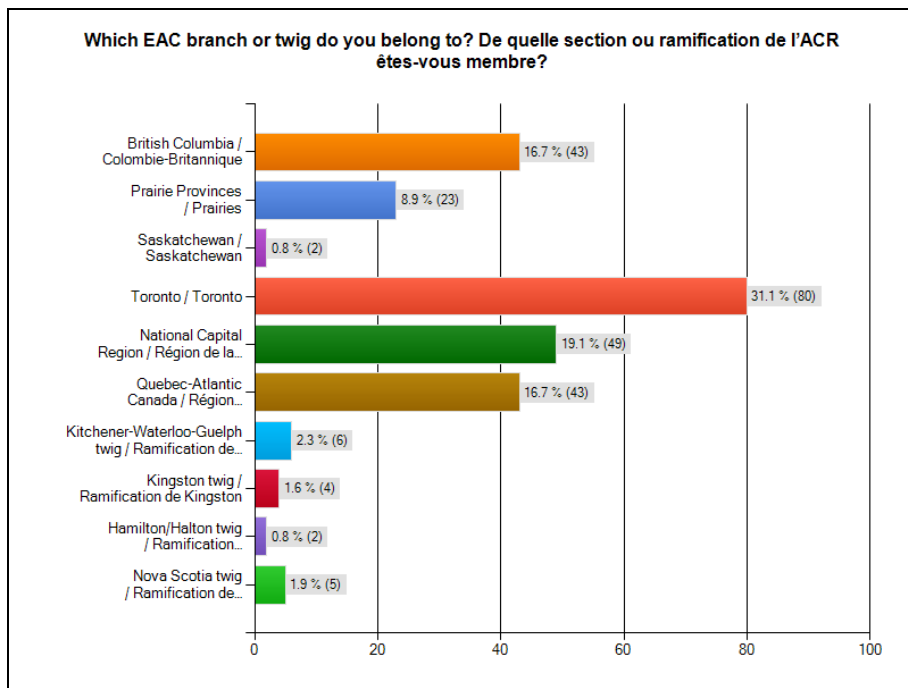


Of the 261 respondents who provided information about who pays their membership fees, 84% (n=219) pay their own membership fees and 15% (n=40) indicated that their employers pay their membership fees for them.

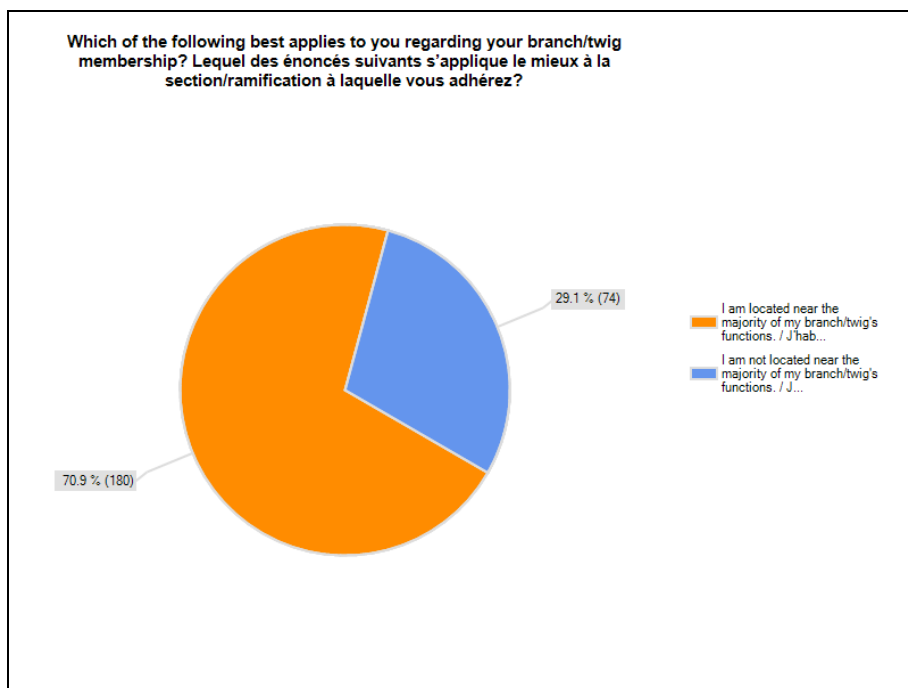




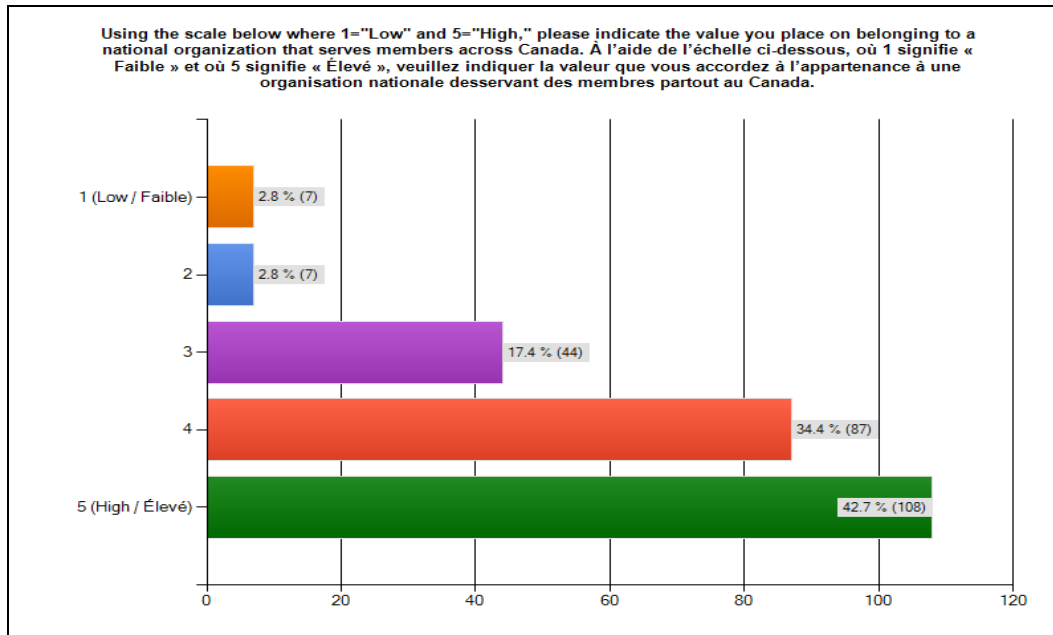
Of the 257 respondents who told us which EAC branch or twig they belong to, 55% (n=141) reported they belong to a branch or twig located in Ontario. The distribution of members by branch or twig closely matches the distribution by primary residence.



Of the two hundred and fifty-four respondents who indicated their proximity to their branch/twig's functions, almost 71% (n=180) reported they are located near the majority of their branch/twig's functions.



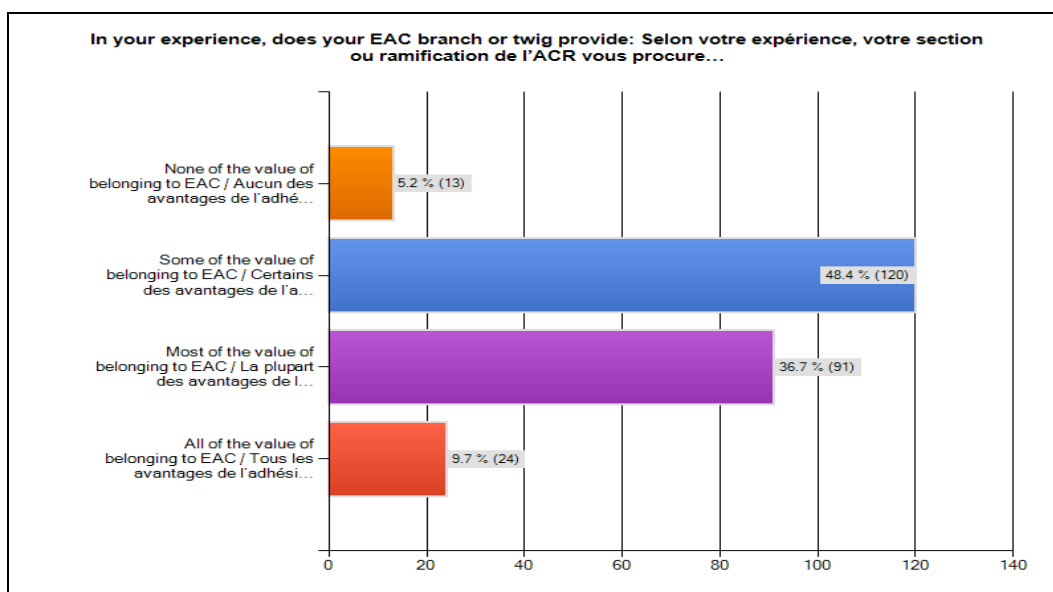
Of the 253 respondents who rated the value they place on belonging to a national organization, 77% (n=195) place a moderately high to high value on it.



Survey participants were asked to evaluate to what extent their branch or twig provided the value of belonging to EAC. Of the 248 respondents who answered this question, felt that their branch or twig provided:

- 10% (n=24) reported that their branch or twig provided all of the value
- 37% (n=91) reported that their branch or twig provided most of the value
- 48% (n=120) reported that their branch or twig provided some of the value
- 5% (n=13) reported that their branch or twig provided none of the value

Further analysis of the data will shed more light on what factors are driving these figures.



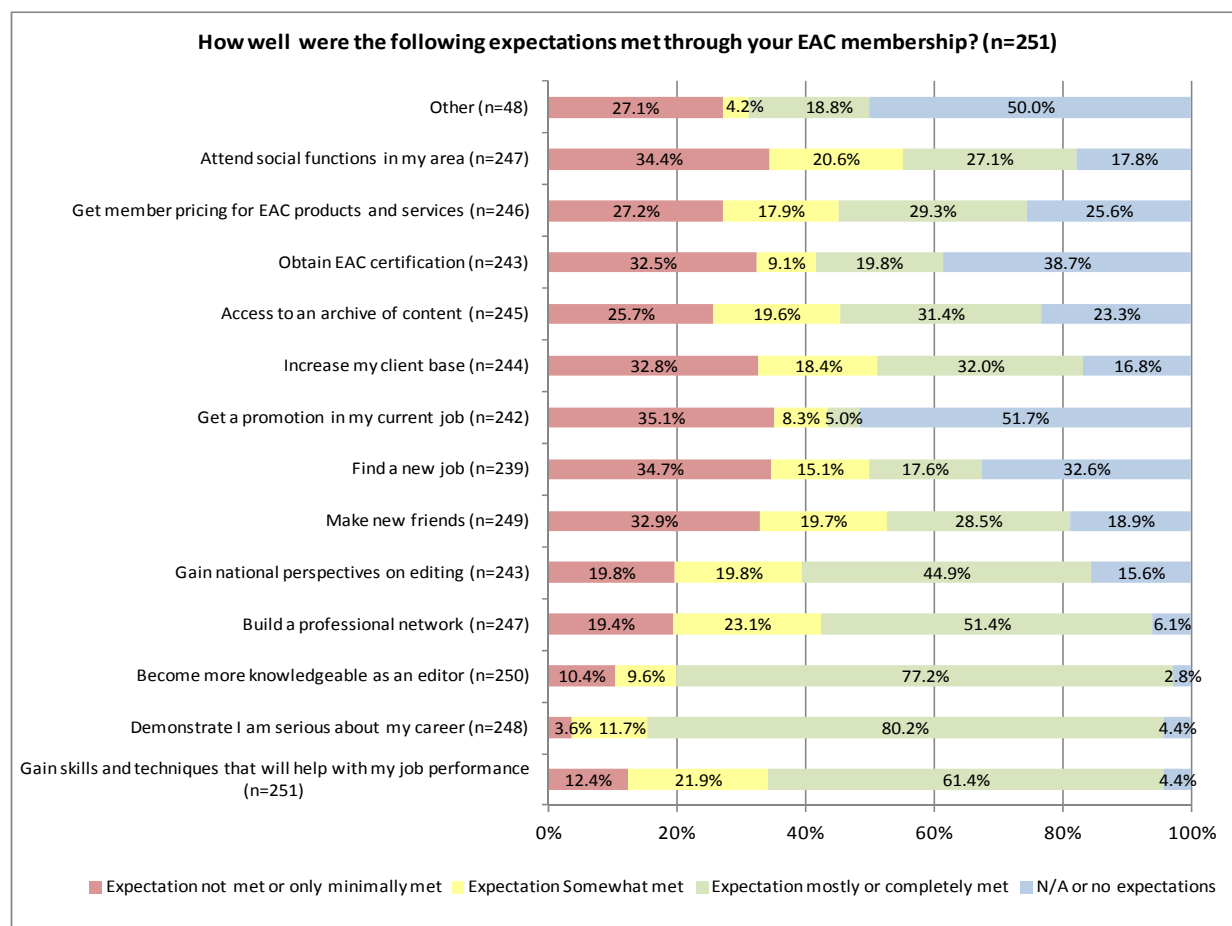
Individuals often join professional associations with the expectation that the association will provide certain opportunities or benefits. Between 48 and 251 respondents rated how well certain expectations were met for them in relation to opportunities such as gaining skills to help them with their work, becoming more knowledgeable, and establishing a professional network. Respondents were asked to rate how well each of these expectations were met on a scale of 1 to 5 where 1 = “Not at all” and 5 = “Completely.” If an item was not applicable (either because it was not relevant to them or they had not held any expectations around the item), respondents had the option of selecting “N/A” (no expectations).

- Of the 251 respondents who expected to gain skills and techniques that would help them with their jobs, 61% (n=154) reported that their expectations were mostly or completely met.
- Of the 250 respondents who expected to become more knowledgeable as an editor, 77% (n=193) reported that their expectations were mostly or completely met.

By comparison,

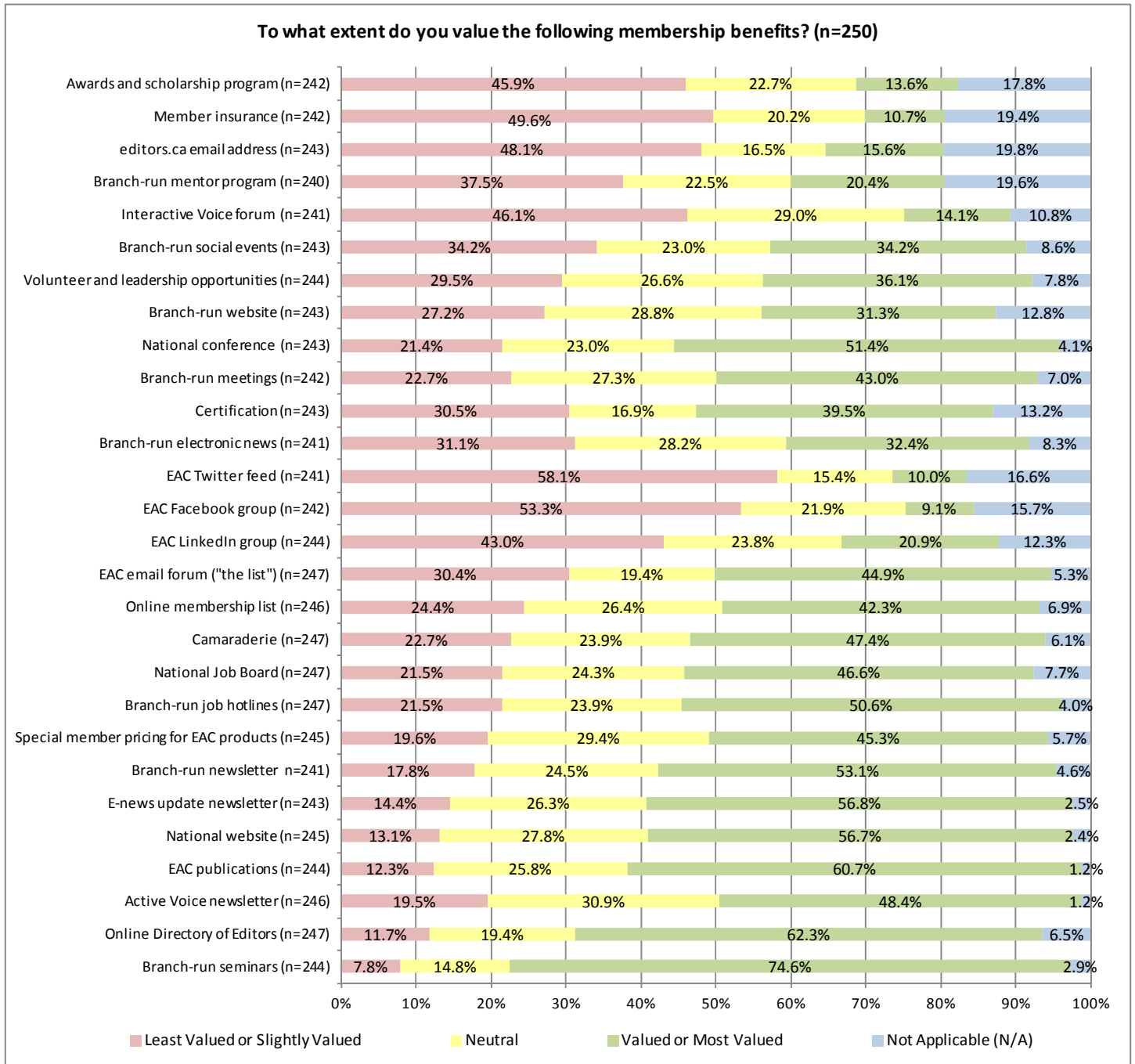
- Of the 247 respondents who expected to build a professional network through being part of EAC, only 52% (n=127) reported that their expectations were mostly or completely met.
- Of the 249 respondents who expected to make new friends through belonging to EAC, only 28.5% (n=71) indicated that their expectations were mostly or completely met.

The chart below shows the distribution of ratings (including the N/A category) for each of the items included in the question. The number of responses for each item is provided.



Survey participants were also provided with a list of 28 membership benefits and were asked to indicate how highly they valued each benefit on a scale of 1 to 5 where 1= “Least valued” and 5 = “Most valued.” As with the previous rating question, an “N/A” category was also provided in the rating scale. Between 240 and 247 respondents rated each item.

The following chart shows the distribution of ratings, by percentage, for each item, including the percentage of respondents who selected “N/A.”



The three benefits that survey respondents reported they valued or most valued were:

- branch-run seminars (75% or 183/244 respondents)
- the Online Directory of Editors (62% or 153/247 respondents)
- EAC publications (61% or 149/244 respondents)

The three benefits (excluding social media communication vehicles) that survey respondents reported they least valued or only slightly valued were:

- member insurance (50% or 120/242 respondents)
- editors.ca email address (48% or 117/243 respondents)
- interactive voice forum (46% or 111/241 respondents)

What is not clear from the responses is whether the participants were not aware of the value of each of the aforementioned benefits or whether they had used the services but did not perceive them as being valuable.

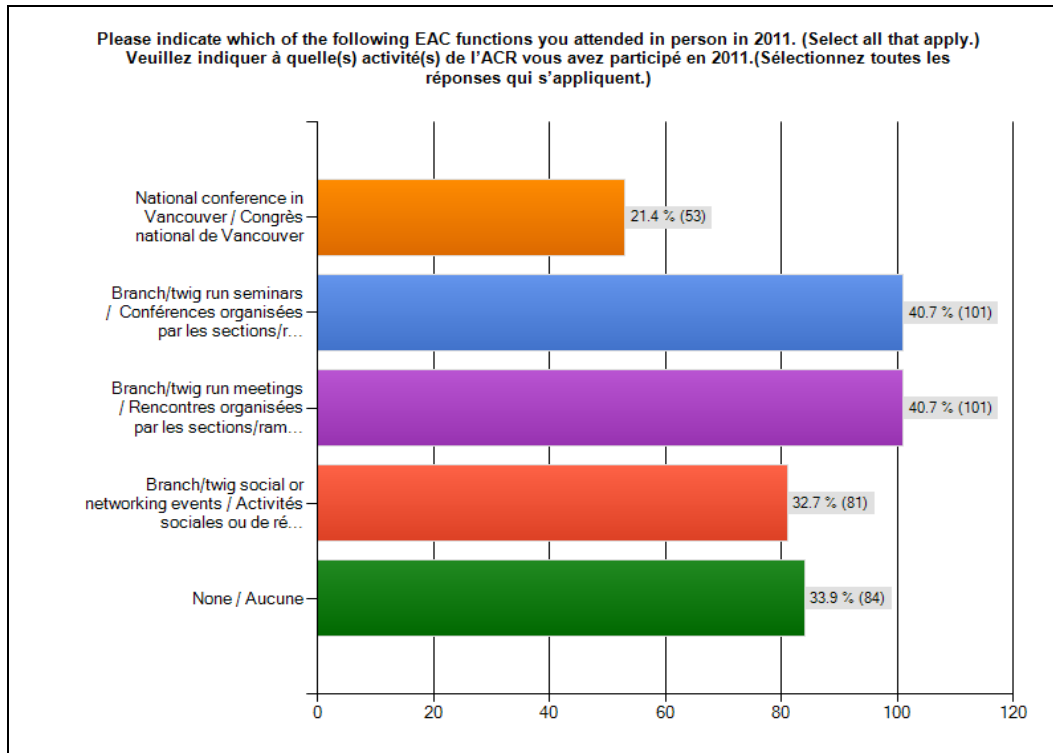
Among the respondents who provided a rating for the three social media communications vehicles included in the list of benefits,

- 58% (140/241) indicated the EAC Twitter feed held the least or little value for them
- 53% (129/242) indicated the EAC Facebook group held the least or little value for them
- 43% (105/244) indicated the EAC LinkedIn group held the least or little value for them

As with the distribution of ratings for benefits such as member insurance and editors.ca email addresses, there is no way of knowing from the responses whether the participants were not aware of the value of each of the aforementioned benefits or whether they had used the services but did not perceive them as being valuable.

## EAC Events Attended in 2011

A total of 248 respondents provided information about which, if any, of the EAC functions they attended during 2011. The chart below illustrates that more members attended branch/twig-run meetings and seminars than the national conference. Roughly one-third of the members who answered this question reported that they had not attended any EAC functions in 2011.

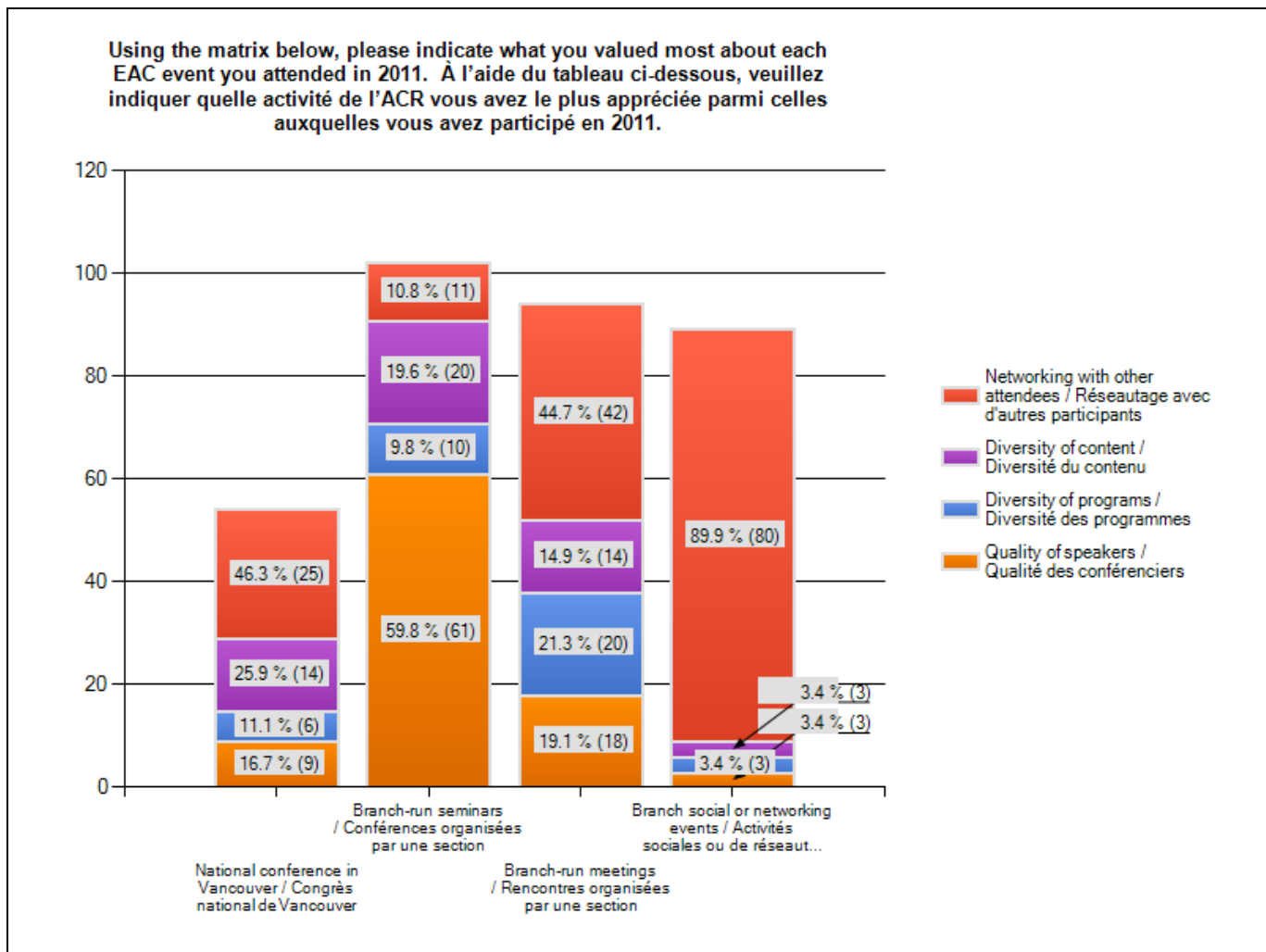


**Note:** This is a multiple response item; therefore, the total exceeds 100%.

Respondents (n=248) were asked to indicate what they valued most about each EAC event they attended in 2011. With the exception of branch-run seminars, respondents consistently indicated that they most valued the opportunity to network with other attendees, even when the event was not specifically designed as a social or networking event.

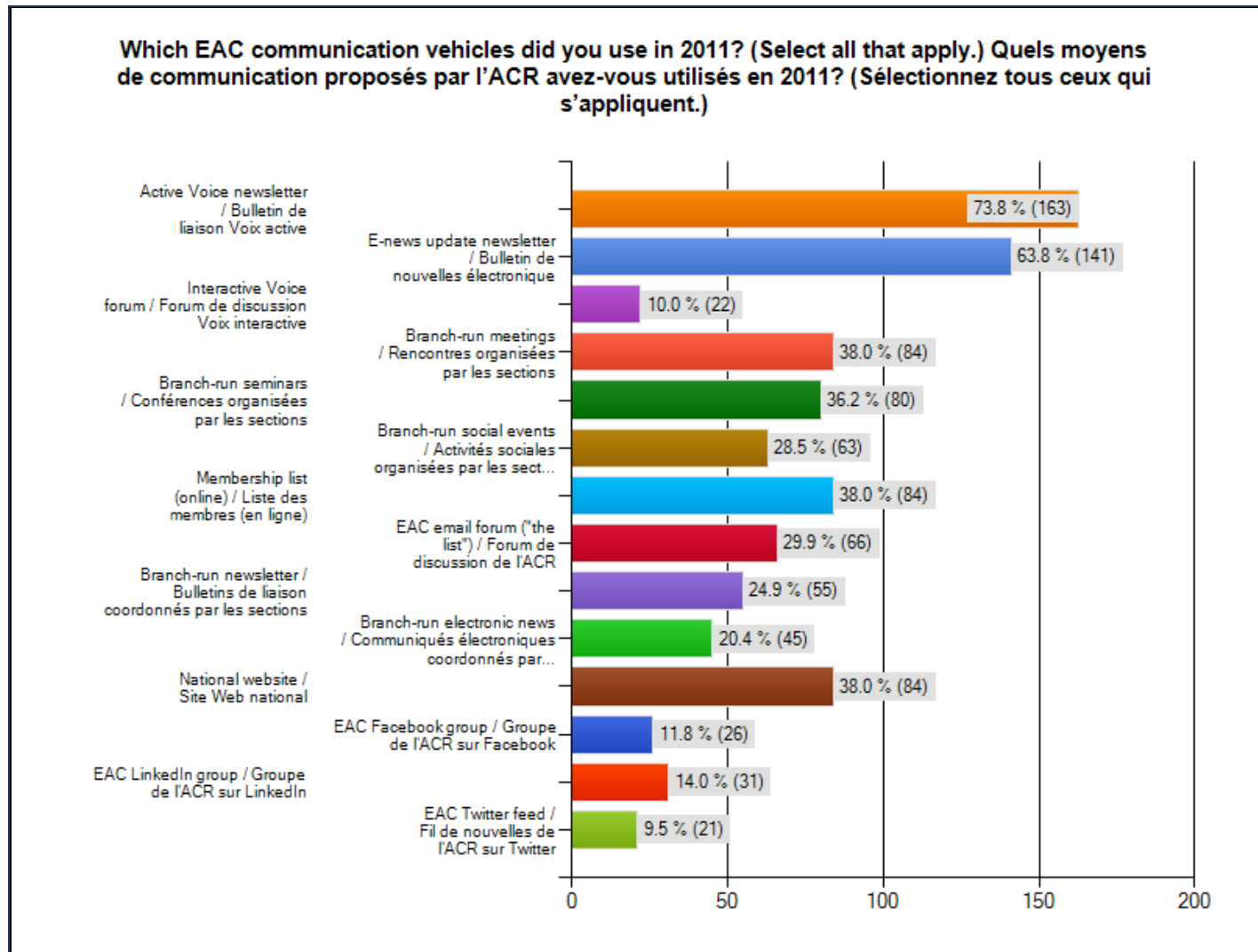
Among the 102 respondents who reported attending branch-run seminars, 11% (n=11) valued networking with other attendees and 60% (n=61) valued the quality of the speakers.

By comparison, of the 94 respondents who indicated that they had attended branch-run meetings in 2011, 45% (n=42) valued networking with other attendees and 19% (n=18) valued the quality of the speakers.



## Communication Vehicles

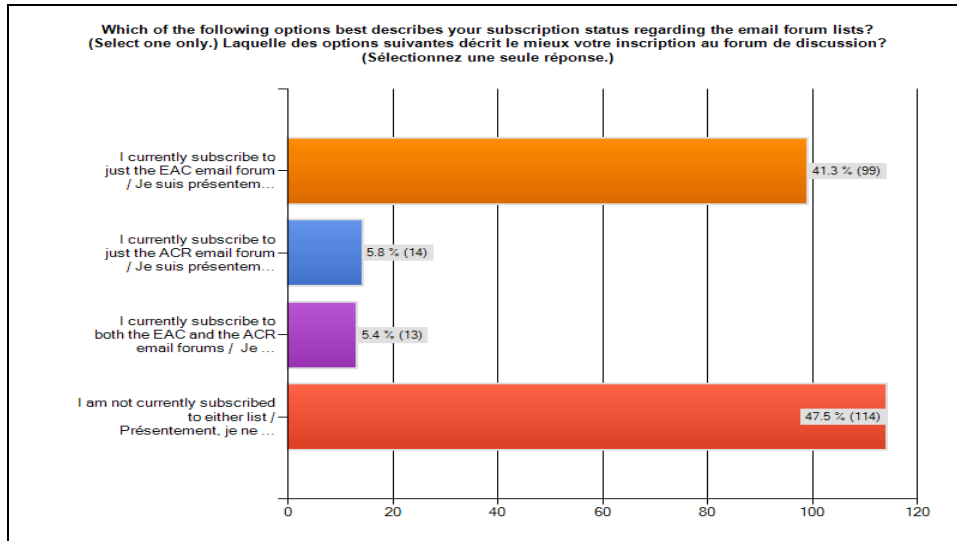
Two hundred and twenty-one respondents indicated which EAC communication vehicles they used in 2011. The two most frequently used were the *Active Voice* newsletter (74%, n=163) and the E-news update newsletter (64%, n=141). The two least used were the EAC Twitter feed (10%, n=21) and the Interactive Voice forum (10%, n=22).



**Note:** This is a multiple response item; therefore, the total exceeds 100%.



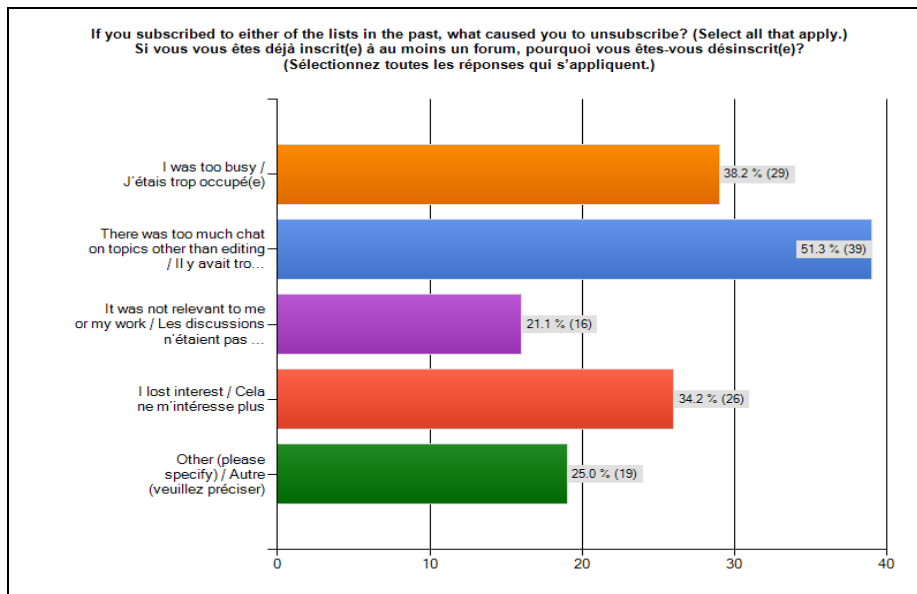
Two hundred and forty respondents indicated whether they subscribed to one of the email forums. Of these 240 respondents, 53% (n=126) indicated that they currently subscribed to the EAC forum, the ACR forum or both email forums.



Respondents who indicated they were not currently subscribed to any of the email forums were then asked whether they had ever subscribed to either forum in the past. Of the 125 individuals who answered this question, 48% (n=60) reported that they had subscribed to an email forum in the past.

When survey participants were asked why they had unsubscribed, 76 individuals responded to the question. Respondents most frequently cited one of the following explanations for unsubscribing:

- 51% (n=39) reported they left because there was too much chat about topics unrelated to editing
- 38% (n=29) reported they were too busy
- 34% (n=26) reported they had lost interest

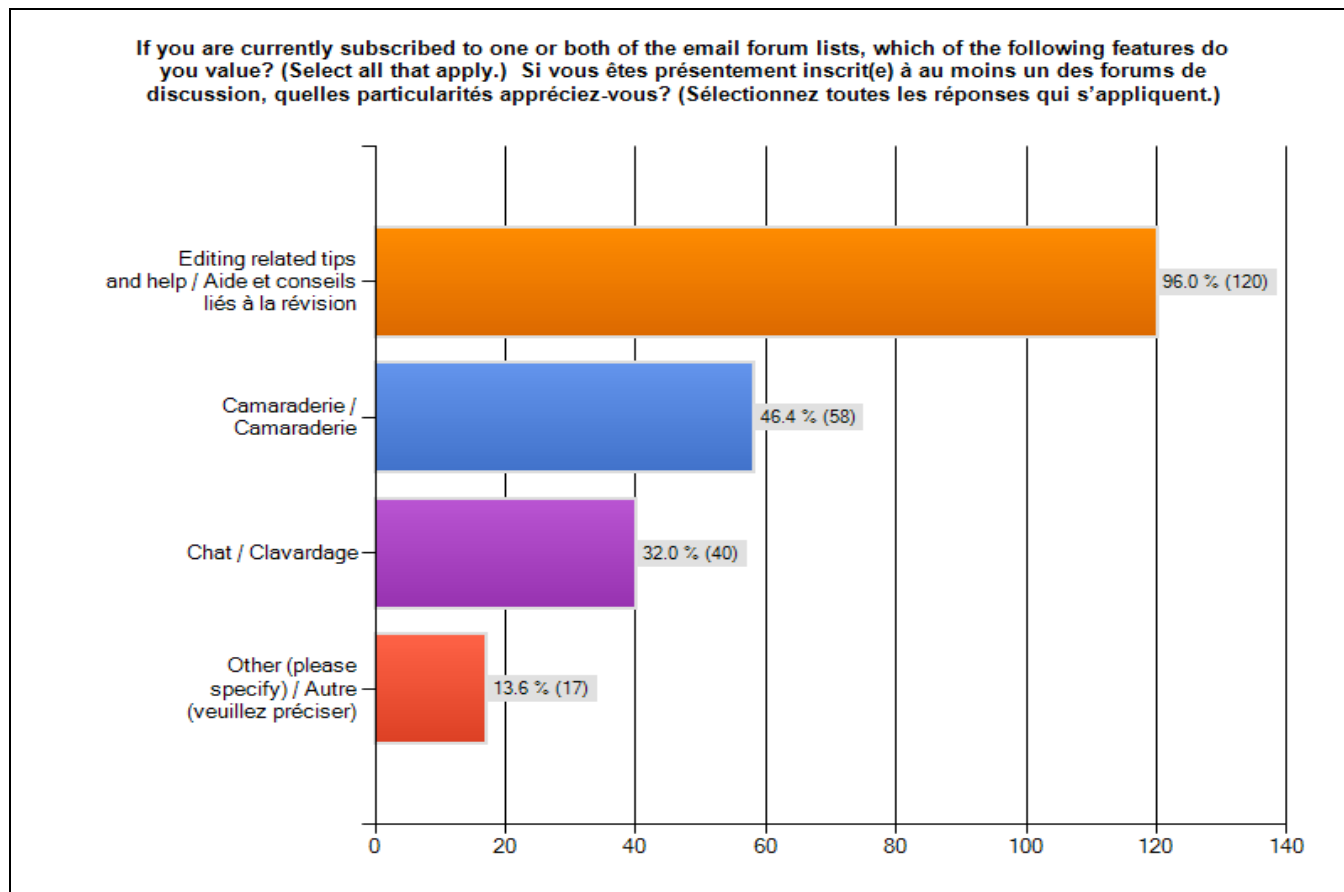


**Note:** This was a multiple response item; therefore, the total exceeds 100%.

Conversely, among the 125 survey participants who indicated they were currently subscribed to one or both email forums, the features most often cited as having value for the respondents were:

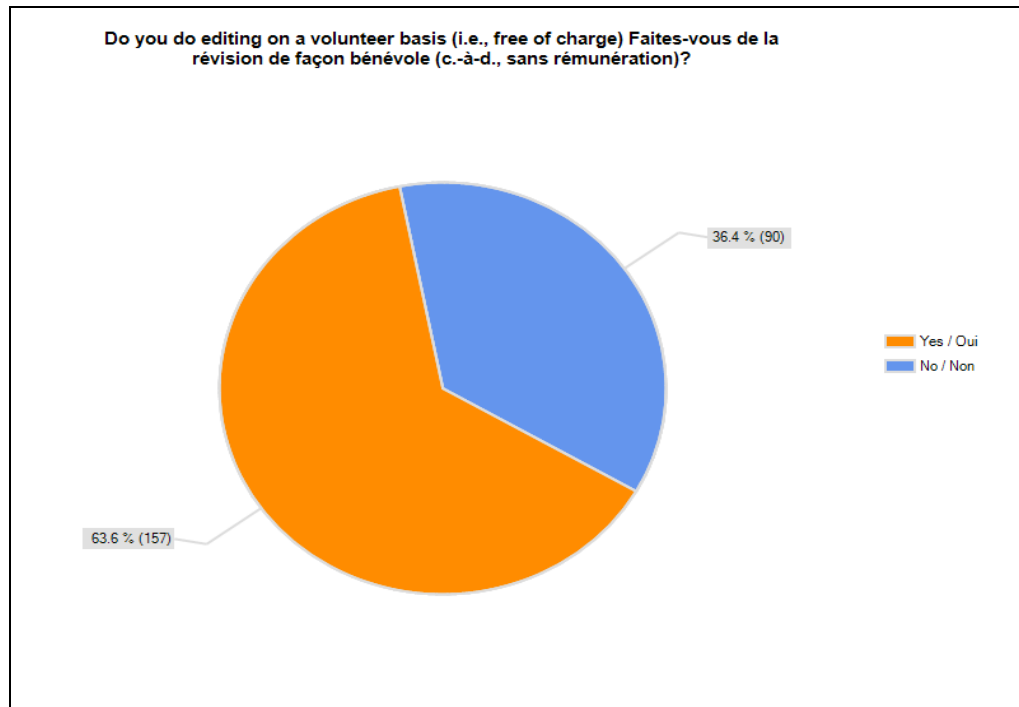
- editing tips and help (96%, n=120)
- camaraderie (46%, n=58)
- chat (32%, n=40)

The distribution of all responses selected is reflected in this chart:

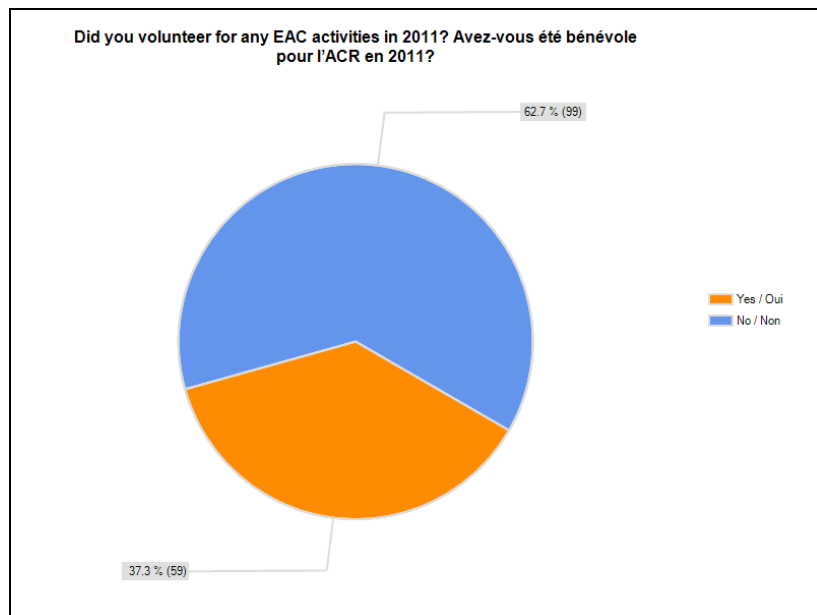


## Volunteer Activities

Of the 247 respondents who answered the question, “Do you do editing on a volunteer basis,” 64% (n=157) replied “yes” and 36% (n=90) replied “no.” On average, these respondents spent 35.6 hours on volunteer projects in 2011.



Of the 158 survey participants who were asked whether they had volunteered for any EAC activities in 2011, 37% (n=59) replied “yes.”

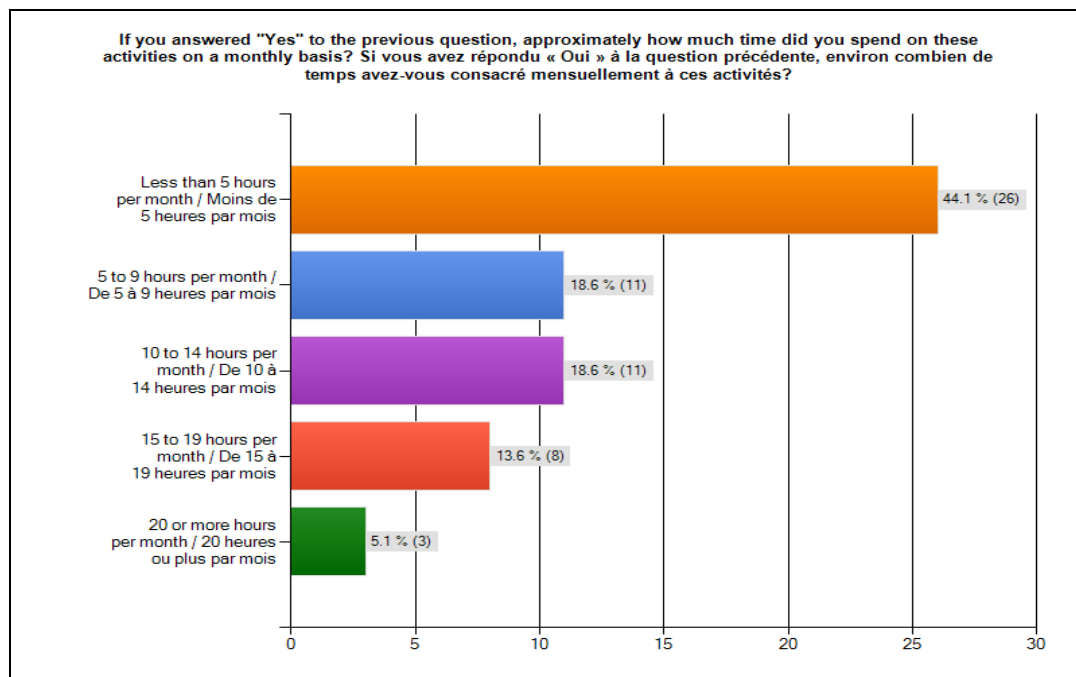


Of the 240 survey participants who indicated whether they would consider volunteering for EAC in 2012,

- 17% (n=41) responded “yes”
- 56% (n=134) responded “no”
- 27% (n=65) indicated they were already a volunteer

The survey respondents who reported volunteering for EAC activities in 2011 were then asked to indicate approximately how much time they spent per month on EAC-related volunteer activities. Of the 59 individuals who responded to this question,

- 63% (n=37) spent less than 10 hours per month
- 32% (n=19) spent between 10 and 20 hours per month
- 5% (n=3) spent more than 20 hours per month



## **Next Steps**

This summary report has provided an overview of the major points covered in each section of the membership survey. While the data provided in this report gives us some indication of the magnitude of responses to certain items, they do not give any indication about the kinds of factors that, for example, might have influenced how respondents rated the value of their EAC branch or twig or how much value they placed on various membership benefits. The data reported here are best used as a starting point for discussion and further exploration.

Further analysis (through cross-tabulation of key survey items) may provide more insight into why some expectations were perceived as being better met than others or why some membership benefits were valued more highly than others. The next step is to select a few key items that are strategic priorities for the organization, vis-à-vis programs and member services, and then use the results of additional data analyses to better understand how to reach out to various groups of members within the organization to ensure they are getting the full value of their membership. The data results could also be used to identify strategic goals and provide baseline data to track progress on such goals.

A more complete report (including data for all survey items and cross-tabulations for selected items) is currently under development.